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Women's French Lambskin Gloves, \$1.45

WOMEN NEEDING NEW GLOVES for immediate wear will find these most satisfactory. There are two styles: Two-class wrist oversewn and one-class wrist pique sewn in black, white and colors with self and contrasting backs.

Also at this price there are splendid one-class wrist capeskin Gloves in tan with self and contrasting backs.

Children's Lined Gloves, 98c

Here are one-class wrist capeskin and suede Gloves in gray and tan, lined with soft fleece that offer \$1.29 value.

Main Floor.

Fulton Street
Bond Street

Frederick Loeser & Co. INC.

Livingston St.
Elm Place

BROOKLYN - NEW YORK

BUSINESS HOURS 9 TO 5:30

500 Men's Bathrobes in a Sale

At Prices That Should Not Leave Enough to Talk About After the First Day's Selling

YOU, TOO, will draw the same conclusion, when we tell that only about a fortnight ago 200 similar Robes, values not quite as good as these, were not enough to supply all who came for them. And now Christmas is two weeks nearer!

When we say that these are Loeser Robes, and not the sort one can pick up anywhere, it is all we need say to most people about choice patterns and colors, proportioning and workmanship. Anywhere else such handsomeness and little niceties in finish command a premium!

The Robes are all out where you can inspect them and arranged in three groups:

Group No. 1 at \$3.95

Regular \$4.95 Bathrobes

Group No. 2 at \$4.95

Regular \$6 Bathrobes

Other Bathrobes priced \$8.95, \$10.50, \$12.50 \$15 and up to \$20. Also men's wool Dressing Gowns at \$9.98—just half what it will cost to duplicate them later.

Other Men's Christmas Items**Coming in for More Than Usual Attention Include:**

Men's Pajamas at \$1.65. Finer and heavier than anything you're apt to find under \$2.50. Others special at \$1.95, regularly \$3.50.

Men's Good Shirts at 79c. Loeser "large body" Shirts of dependable materials. All sizes 14 to 17, except size 15. \$1.25 value.

Men's Shirts at \$1.85. Of extra quality woven madras; soft or starched cuffs; the Loeser "large body" make. Sizes 13½ to 17.

Men's Silk Fiber Shirts at \$4.99 (tax included). Of best quality American fiber silk.

Men's Silk Shirts at \$9.60 (tax included). Very uncommon stripings and colorings. Exceptional.

Men's Reefer Mufflers at \$3.65 and \$4.75. (tax included). Of silk fiber. Specially priced.

Men's Pure Silk Reefers at \$5.30 (tax included). Of pure silk in accordion weave and in color combinations of great richness and beauty. \$8 value.

Men's Belt Sets at \$1.95. Sterling silver buckles and black tubular cowhide Belts. Nothing like them anywhere at this price. Space on buckle for engraving, which we do at small additional expense.

And Loeser Neckwear Values Are, as Usual A Source of Surprise to Everybody

At 29c

Nowhere we know of are such Ties offered at less than 50c. Immense variety, insuring remarkable choice.

At 50c

On special Main Floor table, where great quantities await your choosing. Values you'll see nowhere else.

At \$1

Made of specially fine Swiss silk satins, in all over floral and figured designs; beautifully colored.

Other Neckwear at 89c, \$1, \$1.35, \$1.65 and up to \$3.93. All of it unusual—much of it extraordinary.

Main Floor.



Santa Claus is in
Toyland
at Loeser's

BRING the little folks in and Santa Claus will shake hands with them, listen to their Christmas wishes and give them a little present.

There are many, many new kinds of Toys and Games this season, and it is surprising what a number of things, for making the children's playtime happy, can be chosen for a small expenditure.

Toyland—Basement.

Handsome Silk Umbrellas*For Christmas Gift Choosing*

NEVER HAVE WE had such a wonderful display of handsome Umbrellas as we have this season for men, women and children. There is every style and color that one could wish for.

Almost everybody loses at least one Umbrella during the year, so one may be quite sure that the Umbrella gift will be appreciated.

Women's Silk Umbrellas, \$5.08

Splendid quality taffeta silk Umbrellas in navy blue, purple, brown, green, garnet and black. White or amber tips and an assortment of smart handles.

Women's Silk Umbrellas, \$8.40

Satin bordered silk taffeta Umbrellas with handles of bakelite combined with fine leathers, also leather side straps. Amber tips and tops. A large variety of colors. Values up to \$12.

Women's Silk Umbrellas, \$10.60

Fine tape edge and satin bordered taffeta Umbrellas with real bakelite handles and side straps or rings. Two models exclusive at Loeser's are the "Montrose" and "Rosemont." All the desirable colors.

Main Floor.

Men's Silk Umbrellas, \$7.30

Silk taffeta tape edged Umbrellas in a fine quality with natural wood handles in the hook and crook shapes. Black only. An extra good value.

Men's Silk Umbrellas, \$10.50

Beautiful quality silk serge Umbrellas with handles of ebony, rosewood, pimento and snakewood, with inlaid silver or engraved caps or bands. Black only.

Men's Close Roll Umbrellas, \$9.50

These are a dressy Umbrella that men like. Fine quality light weight silk taffeta covering on imported close roll frames with hook handles that carry out the neat appearance. Black only.

Main Floor.

Christmas Sale of Wrist Watches*Distinctive Styles : Works of Merit*

A GOOD WATCH is a gift for a lifetime. Watches to depend on both as timekeepers and in respect to the dignity and beauty and durability of their cases will be found here in very large assortment.

Two points in connection with buying a Watch at Loeser's are especially worth considering—first that we stand back of them; second, that Loeser prices are somewhat lower than you will generally pay for Watches of equally good grades.

Here are Christmas gift suggestions from our Wrist Watch stocks. They are at their best now, which makes choosing most advantageous.

**At \$42**

18k white gold Wrist Watch with 17 jewel lever rectangular movements. Engraved case.

**At \$24.45**

14k white or green gold Wrist Watch, medium size, with beautifully engraved case. Octagon or tonneau shape with the high grade 15 jewel lever Loeser movement.

**At \$33.60**

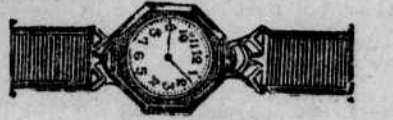
14k white or green gold case Wrist Watch, cushion and octagon shape, with beautifully engraved cases with high grade 15 jewel lever Loeser movement.

**At \$11.97**

Gold filled and silver Wrist Watches, octagon and round, engraved and plain polished cases fitted with our own imported jeweled lever Du Barry movement. This Watch can be worn with a ribbon or extension bracelet.

**At \$27.30**

14k green or white gold small engraved case Watches; cushion, octagon or tonneau shape, with 15 jewel lever Loeser movement.

**At \$19.85**

Gold filled case Wrist Watches, guaranteed for twenty years, round or octagon shape, engraved or plain polished, fitted with high grade 15 jewel lever Loeser movement. Can be worn with a ribbon or extension bracelet.

**At \$26.36**

14k green gold filled case Wrist Watch, guaranteed for 25 years. Plain or engraved, cushion, round or octagon shape, fitted with an extra small size 15 jewel lever Loeser movement.

**At \$33.05**

Handsomely engraved and plain case Watches, rectangular shape, fitted with high grade 15 jewel Loeser movement. We also have this style of watch with strap for a man.

Main Floor, Fulton Street.

Close to \$100,000 Worth of Rugs, Carpets and Linoleums*Show Price-Cuts Up to One-Third*

LOESER'S ANNUAL DECEMBER CLEARING. It includes all Rugs and Carpets such as have dwindled down to odd lots and that we are therefore unable to present in such size assortment as we consider essential to a first rate showing.

But what the showing lacks in that way it more than makes up in the way of savings. We'll let the prices do the talking.

Royal Wilton Rugs

In Chinese and Persian Effects

Size 9x12, formerly \$120, at... \$95
Size 9x12, formerly \$95, at... \$85
Size 9x10.6, formerly \$109, at... \$92.50
Size 8x10.6, formerly \$75.50, at... \$69.50
Size 6x9, formerly \$34.50, at... \$27.50
Size 6x9, formerly \$52.50, at... \$45.50
Size 4'x8'6", formerly \$29, at... \$24.50
Size 36x63, formerly \$22.50, at... \$17.50
Size 27x54, formerly \$22.50, at... \$13.50
Size 27x54, formerly \$8.95, at... \$6.50

Wool Chenille Rugs

An excellent imported weave, marvelous for the service it gives. Persian and tapestry effects.

Size 9x12, formerly \$110, at... \$69.50

Axminster Rugs

Wide variety; many very fine.

Size 9x12, formerly \$39, at... \$34.50
Size 9x12, formerly \$45, at... \$39.50
Size 8x10.6, formerly \$43.25, at... \$38.50
Size 7'6"x9'0", formerly \$33, at... \$29
Size 36x70, formerly \$8.50, at... \$7.45
Size 27x54, formerly \$4.50, at... \$3.50

Tapestry Brussels Rugs

Seamless, all wool, all over Persians.

Size 9x12, formerly \$31.50, at... \$22.95
Size 8'3"x10'6", formerly \$28, at... \$21.50
Size 8'3"x10'6", formerly \$20, at... \$17.50

Body Brussels Rugs

The celebrated Bigelow make.

Size 8'3"x10'6", formerly \$47.50, at... \$39.50

Heavy Velvet Rugs

Handsome wool quality; made without seams, Persian and Chinese.

Size 9x12, formerly \$47.50, at... \$37.50
Size 8'3"x10'6", formerly \$44.50, at... \$35.50

Wool-and-Fiber Rugs

Rugs that wear surprisingly well and good in any room.

Size 9x12, formerly \$17.50, at... \$10.65

All Fiber Rugs

Size 3x6, formerly \$4.50, at... \$2.25

Carpetings

Figure effects, including all-over and Persian. Stair Carpet to match.

Regular \$2.65 quality, at... \$2.25
Regular \$2.35 quality, at... \$1.95

Others in Plain Solid Colors

Regular \$4.50 quality, at... \$2.85

Imported Royal Wilton Carpet

in beautiful plain colorings.

Regular \$5 quality, at... \$2.85

Inlaid Linoleums at Large Savings

Tile and mosaic designs. Imperfections, most of which will pass unnoticed until pointed out, account for the very attractive prices.

Regular \$2.10 quality, at... \$1.49
Regular \$2.10 quality, at... \$1.15
Regular \$1.40 quality, at... 95c

Body Brussels Rugs

Size 8'3"x10'6", formerly \$47.50, at... \$39.50

Furs of Surpassing Elegance*Now Offered in a Christmas Sale*

and the collars are large, generous shawl types or nose-tip heights. All models are full and generous in their designs and range from 40 inches to 46 inches in length. The Coat illustrated was copied from a famous model by Jenny; and the Cape at the left is adapted from another great designer and is at a fraction of the price of the original. In this regal Cape please note the delightful flare that widens the garment at the lower edge, giving greater comfort when walking.

At \$895

Broadtail Coat, lined exquisitely; 45 inches long and superb in its moire rippled lights. A natural Blue Fox collar completes its distinction.

At \$465 and \$595

Alaska Seal Coats made from U. S. Government guaranteed skins. Nothing finer at the price, as these pelts are Arctic growth and superbly finished. Various lengths from 36 inches to 45 inches. Lined in soft silks or Canton crepes.

At \$295

Your choice of Coats in Caracul or Natural Raccoon. Both styles are 40 inches long and lined in soft silks. The Caracul has a Skunk shawl collar and cuffs.

THROUGH the fur markets we have searched—wherever the choicest fur garments are created—that for this special occasion we might present a great variety of Loeser quality Furs at prices sufficiently low to make the event the

Greatest Christmas Sale

we have ever held. That is saying much, too—as hundreds who know Loeser furs and Loeser prices will agree. The furs are here now, and we know that the event will surpass all precedents in quantity, quality and very modish styles at these low prices. It is a great Christmas occasion, an annual sale that will be more than welcomed tomorrow.

*Here is Just a Suggestion of the Unique Savings***A Persian Lamb 40-Inch Coat at \$295**

Silky, selected skins. Lined in plain or brocade silks. Bishop sleeves. Skunk collar and cuffs.

Hudson Seal (Dyed Muskrat) Coats of Quality**\$295, \$335, \$365, \$395, \$465, \$495, \$595**

Here is a range of prices that offers to everyone a great variety and makes it possible to select intelligently and economically. In addition to this great price range there is a fine choice of models so that the most whimsical taste may find satisfaction at Loeser's. Every Coat is built from personally selected pelts and the workmanship is incomparable. Every Coat is lined with soft rich silks or brocades.

*Among the Furs Used as Garniture Are**Beaver, Skunk, Squirrel, Kolinsky***At \$395**

Your choice of Coats in Scotch Mole or in Persian Lamb. Choicely matched skins and lined in soft silks or Canton crepe. The Persian Lamb Coat has Skunk collar and cuffs.

At \$95

Russian Pony Skin Coats with real Raccoon collar. Moire marked skins. Silk lined. Beautifully youthful models. Fine Coats for business women.

At \$175

and on up to \$350. Men's Overcoats, lined with Marmot or with Natural Muskrat. Collars of Beaver, Natural Otter or Persian Lamb. Brown or Gray mixture.

Loeser Fur Shop, Second Floor.

"Rengo" Belt Corsets*Specially Priced, \$3*

THESE FINE, strong Corsets so often prescribed by physicians when a surgical support is required for weak abdominal walls. Mercerized pink brocade. Entire Corset made of double material, so wears amazingly well. Thoroughly well boned. Reinforced over abdomen with double straps. The best \$3 worth that we know of.

Corsets Salons, Second Floor.

Hand Decorated Nippon China**\$7.98 Tea Sets for \$4.98**

This is the greatest value in hand decorated Tea Sets that has been offered in years. There are five different decorations, all very attractive and each Set consists of teapot, sugar, creamer, and six tea cups and saucers.

Other Sets of Hand Decorated Nippon China at Special Prices

Whipped Cream Sets, 3 pieces, at 69c, 98c and \$1.48
Cheese and Cracker Dishes at \$2.48 and \$3.48
Berry Sets, 7 pieces, at \$1.39, \$2.98, \$3.98 and \$4.98
Chocolate Sets, 7 pieces, at \$3.98, \$4.98 and \$6.98
Celery Sets, 7 pieces, at \$2.98 and \$3.98
Cake Sets, 7 pieces, at \$1.39, \$2.98, \$3.98 and \$4.98

Special Gift Tables of Decorated China**At 49c, 98c, \$1.48, \$1.98, \$2.98, \$3.98 and \$4.98****Suggestions in Cut Glass**

All of the finest Loeser quality in the prettiest designs:

\$3.58 Combination Cut Fruit Bwls, \$2.98
\$4.98 Combination Cut Vases, 12 inch, at \$3.93
\$4.98 Oval Orange Bowls, at \$3.98
\$5.98 Sugar and Cream Sets at \$4.98
\$2.98 Bonbon Dishes at \$1.98
\$14.98 Water Sets at \$12.98

Basement.

Christmas Gift Sales of Fine Loeser Linens

AN EVENT WHICH will appeal to housekeepers, because it gives them opportunity to buy worthy Linens for the home at very low prices. An event which will appeal to everyone with the practical sort of gifts in mind, because it presents the chance to buy handsome Linens for less than our usual fair prices.

\$12 Table Cloths at \$7.50

Superior quality Table Cloths in the popular scroll pattern. Size 64x64.
Napkins to match, 25-inch size, value \$21, at... \$13.50
Gold Medal Linen, double damask. Cloths in an array of very attractive patterns, and noted for their fineness and durability, in the following sizes:
2x2-yard Cloths, value \$15.50, at... \$13.50
2x2½-yard Cloths, value \$18.50, at... \$16.50
2x3-yard Cloths, value \$24.50, at... \$21.50
2x4-yard Cloths, value \$33, at \$22.50
Napkins, 22-inch size, value \$19, at... \$13.50
Napkins, 24-inch size, value \$24.50, at... \$16.50

69c Huck Towels, 50c

All linen Huck Towels with hemmed ends.
\$1.25 Huck Towels, 75c
All linen hemstitched Huck Towels with neat floral borders.

\$1.50 Huck Towels, \$1

Hemstitched Huck Towels with floral borders.
Jacquard Turkish Towels. A special display of these excellent Towels in blue, pink, gold and lavender.

75c, regularly \$1.25

Embroidered Irish linen Doily Sets in white, 13 pieces; 1 Centerpiece and 12 round Doilies, neatly scalloped.
\$6.75 Embroidered Napkins \$4.50 Dozen
Luncheon size Napkins of Irish linen, neatly scalloped, with embroidered corners.

\$24.50 Hemstitched Sets, \$18

Linen damask Hemstitched Sets, 1 Cloth and 1 dozen Napkins, in floral patterns.
Irish linen Table Damask, 70 inches wide, in a selection of floral designs.

\$3.50 Linen Table Damask, \$2.25

Irish linen Table Damask, 70 inches wide, in a selection of floral designs.

Main Floor.

Men's Socks in Wool or Silk*Exceptionally Good Values*

Men's Sport Socks, 59c. Wool and cotton mixed Socks in a good assortment of wanted heather mixtures.

Men's Sports Socks, 39c. Sports Socks of wool and cotton mixed in the wanted heather mixtures.

Men's Sports Socks, 79c. Splendid quality wool and cotton mixed Sports Socks in Oxford shades and black.

Better Sports Socks, \$1 to \$3

The above prices include war tax, and any of this Hosiery will be packed in Holiday Boxes upon request.

Ukulele, \$2.45*With Instruction Book*

AN IMPORTANT PURCHASE, concluded just in time for tomorrow. Had you thought of one for Christmas?

The Ukulele is the one instrument that everybody who tries learns quickly, and finds it easy to play.

The Instruction Book, you will find, makes it "child's play" to learn how to accompany songs with sweet chords and makes no task at all of learning to play real compositions.

Fourth Floor.